

947-10.

# TRUSCON STONE TEX

*The Protective  
Coating for*  
**CONCRETE  
and  
MASONRY**

PHILADELPHIA

Office Schaff Bldg. 1505 Race St.

Warehouse 806 Green Street

PHONES Bell Rittenhouse 7526  
Keystone Race 6510

THE TRUSCON INSTITUTE  
1000 MARKET STREET  
PHILADELPHIA, PA.

*One of the Panama Canal Lighthouses Damp-proofed with Stone-Tex*



# SOME NATIONALLY PROMINENT STONETEX USERS

## ALABAMA

American Automatic Rwy. Switch Co.,  
*Birmingham*  
Massey Business College, *Birmingham*  
Engineering Dept., *City of Montgomery*  
Montgomery County Court House

## ARKANSAS

U. S. Army and Navy Hospital, *Hot Springs*

## CALIFORNIA

Alameda Municipal Light Plant, *Alameda*  
Spreckles Residence, *Coronado Beach*  
Associated Oil Company, *San Francisco*  
Plaza Hotel, *San Francisco*  
Rialto Building, *San Francisco*

## COLORADO

State School of Mines, *Golden*

## CONNECTICUT

Waterbury Clock Company, *Waterbury*

## FLORIDA

Oakdale Apartments, *Jacksonville*  
E. C. McGraw Residence, *Miami*  
James McRoberts, *Miami*  
Gulf Novelty Works, *St. Petersburg*

## GEORGIA

Atlanta National Bank Bldg., *Atlanta*  
National Paper Co., *Atlanta*  
Augusta Orphan Asylum, *Gracewood*  
Lanett Cotton Mills, *West Point*

## ILLINOIS

Illinois Glass Company, *Alton*  
St. Elizabeth's Hospital, *Chicago*  
Western Electric Company, *Chicago*  
Rockford Mitten Hosiery Co., *Rockford*  
Rockford Electric Company, *Rockford*  
Ziock Warehouse, *Rockford*

## INDIANA

Sauers Milling Co., *Evansville*  
Mishawaka Woolen Mills, *Mishawaka*  
Studebaker Corporation, *South Bend*

## IOWA

Park Commissioner Power House, *Dubuque*

## KANSAS

Williamson Mining Co., *Clay Center*

## KENTUCKY

Glenmore Distilleries Co., *Owensboro*

## LOUISIANA

Hospital for the Insane, *Jacksonville*  
St. Peter's Church, *Reserve*

## MARYLAND

Edw. D. Shriner, *Frederick*  
M. P. Moller Piano Factory, *Hagerstown*

## MASSACHUSETTS

Harvard University, *Cambridge*  
Appleton Company, *Lowell*

## MICHIGAN

University of Michigan, *Ann Arbor*  
Arctic Ice Cream Co., *Detroit*  
Detroit Creamery Co., *Detroit*  
Dodge Brothers, *Detroit*  
Edison Illuminating Company, *Detroit*  
Ford Motor Company, *Detroit*  
Mazer Cigar Company, *Detroit*  
Standard Oil Co. of Indiana, *Detroit*  
Hotel Teller, *Detroit*  
American Can Co., *Grand Rapids*  
Kalamazoo Vegetable Parchment Co.,  
*Kalamazoo*

Monroe High School, *Monroe*

## MINNESOTA

Lutheran Social Mission Society Building,  
*Minneapolis*  
Schlampp Building, *Minneapolis*  
C. J. McConville, *St. Paul*

## MISSISSIPPI

Centennial Exposition Buildings, *Gulfport*

## MISSOURI

Wayne County Court House, *Greenville*  
Ford Motor Company, *Kansas City*  
Northwestern Mail Box Co., *St. Louis*

## NEW JERSEY

Princeton Worsted Mills, *Trenton*  
Princeton University, *Princeton*  
Elks Temple, *Trenton*

## NEW YORK

Beech-Nut Packing Co., *Canajoharie*  
Rothschild Dept. Store, *Ithaca*  
R. A. Bachia, Sr., *Bay Shore, Long Island*  
Ithaca Hotel, *Ithaca*  
Eastman Kodak Company, *Rochester*  
Eastman Theatre & School of Music,  
*Rochester*

## NORTH CAROLINA

Hannah Pickett Mills, *Rockingham*

## OHIO

Great Lakes Engineering Co., *Ashtabula*  
Fisher Body Ohio Co., *Cleveland*  
United Brethren Publishing Co., *Dayton*

## OREGON

Portland Railway Light & Power Co.,  
*Portland*

## PENNSYLVANIA

Altoona and Logan Fuel & Electric Co.,  
*Altoona*  
Hanover Wire Cloth Co., *Hanover*  
Pennsylvania Rubber Works, *Jeannette*  
Duplan Silk Corp., *Hazleton*  
Hershey Chocolate Co., *Hershey*  
Curtis Publishing Co., *Philadelphia*  
American Wire & Steel Co., *Pittsburgh*  
Carnegie Steel Co., *Pittsburgh*  
H. J. Heinz Co., *Pittsburgh*  
Jenkins Arcade Co., *Pittsburgh*  
Irene Kaufman Settlement, *Pittsburgh*  
McClintic-Marshall Construction Co.,  
*Pottstown*  
Puritan Silk Corp., *Wilkes-Barre*  
Jones & Laughlin Steel Corp., *Woodlawn*

## SOUTH CAROLINA

Charleston Consolidated Railway & Light Co.  
*Charleston*  
Charleston Light House, *Charleston*  
University of South Carolina, *Columbia*

## TEXAS

Bonham Court House, *Bonham*  
Trinity Cotton Oil Co., *Dallas*  
Mrs. H. M. King's residence,  
*Kingsville (Santa Gertrudas Ranch)*

## WISCONSIN

Horlick's Malted Milk Company, *Racine*  
Palmolive Co., *Milwaukee*  
Marathon Paper Mills Co., *Rothschild*

## CANADA—ONTARIO

Canadian Westinghouse Co., Ltd., *Hamilton*  
Canadian Kodak Co., *Toronto*  
Palmolive Co., Ltd., *Toronto*  
Lipton Tea Co., Ltd., *Toronto*  
Ford Motor Co., *Toronto*  
Royal Bank of Canada, *Toronto*

## QUEBEC

Abitibi Power & Paper Co., *Montreal*  
Thompson-Norris Co., Ltd., *Montreal*

## HAWAIIAN ISLANDS

Hospital for the Insane

## JAPAN

Muroran Roundhouse, Railways of Japan

## PANAMA

U. S. Government Light Houses

## PHILIPPINE ISLANDS

Kneidler Building, *Manila*

## PORTO RICO

American Colonial Bank, *San Juan*



# TRUSCON STONETEX

*A Protective Coating*

MADE ESPECIALLY FOR DAMPPROOFING  
AND BEAUTIFYING CONCRETE,  
STUCCO, BRICK AND MASONRY  
EXTERIOR WALLS



**THE TRUSCON  
LABORATORIES  
DETROIT MICHIGAN**

MANUFACTURERS OF WATERPROOFINGS AND  
WATERPROOF PAINTS AND VARNISHES





# WHAT CAUSES....?

CONCRETE TO CRUMBLE?.....STUCCO TO CRACK?  
WOOD TO ROT? STEEL TO RUST?.....IN FACT, WHAT  
CAUSES THE DISINTEGRATION OF ANY WEATHER-  
EXPOSED STRUCTURE?

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## THE CAUSE IS WATER

**W**ITHOUT moisture, disintegration is a rare occurrence. The Pyramids of Egypt stand today after 5,000 years because they are located in a uniformly dry climate. Transferred to the United States with our continual changes of dry weather and wet weather—heat and cold—the same structures would not last 50 years.

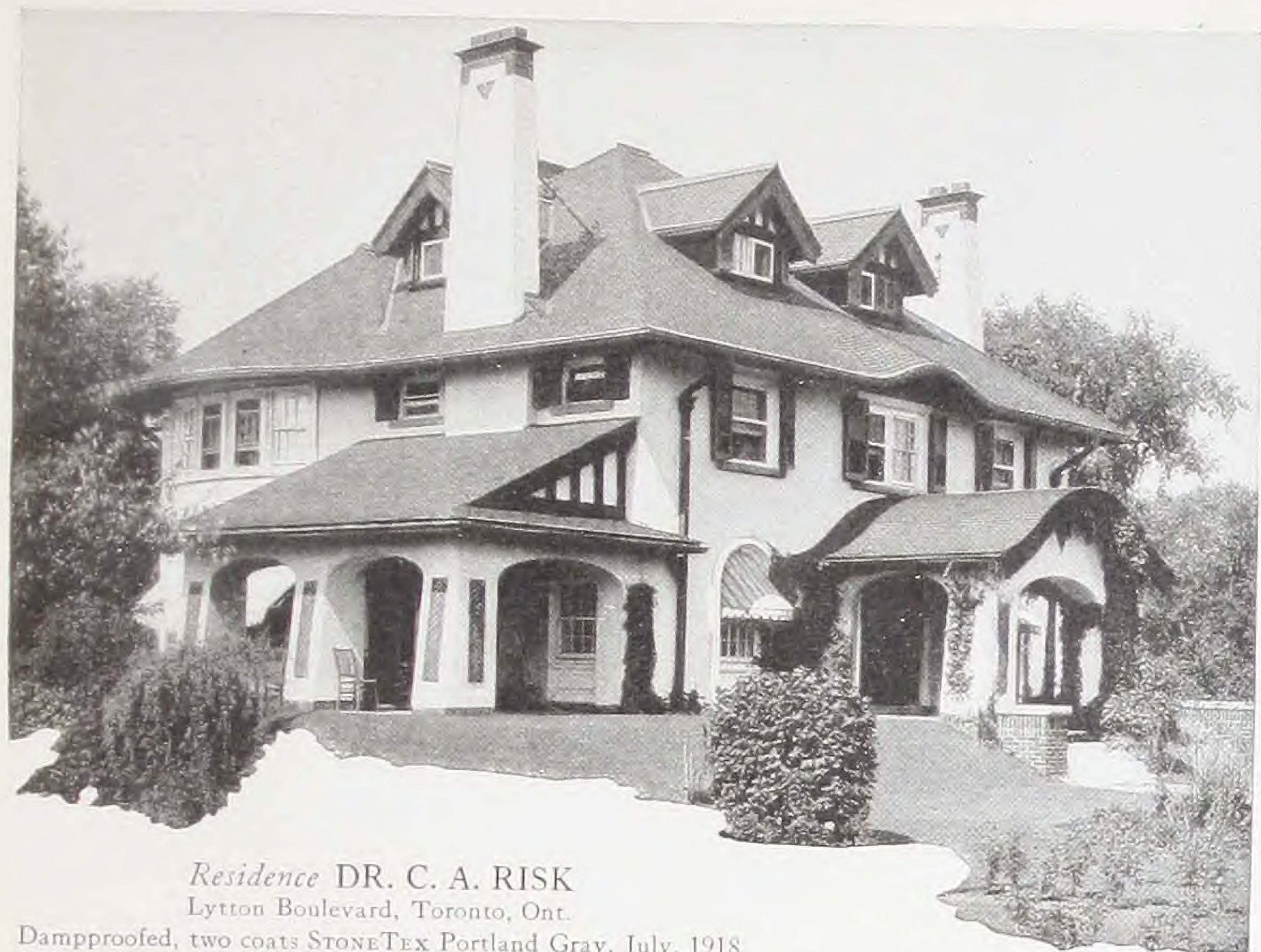
Absence of moisture is the secret of the "long life" of all structures in dry, desert regions. Science has proved that alternate wetting and drying sets up strains in the average concrete or stucco surface. These strains result in small cracks. The small cracks become larger. Frost gets in and destruction is well under way.

It is in this connection that Truscon Stone-Tex fills a special need. It keeps moisture from contact with building surfaces. Stone-Tex is a waterproof, weather-resisting paint coating for concrete, stucco or masonry. It preserves buildings, because it waterproofs them.

What is true of concrete, stucco and masonry applies equally well to steel and wood. Water is just as necessary to the rusting of steel as it is to the rotting of wood, or the disintegration of concrete. Where there is no moisture, there is no rusting, no rotting of wood, no destruction of concrete or masonry.

In addition to Stone-Tex, The Truscon Laboratories manufacture a complete line of Paints, Varnishes and Enamels—all Water-proof Products. Because they are waterproof, they resist weather, wear better, give more protection and cost less in the long run. Truscon Waterproof Paints are always economical paints.





*Residence DR. C. A. RISK*

Lytton Boulevard, Toronto, Ont.

Dampproofed, two coats STONETEX Portland Gray, July, 1918  
Still in Good condition

## PREVALENCE OF MASONRY DISINTEGRATION

**W**ALK down any street of your city and observe closely the condition of concrete and masonry walls. Perhaps it may never have occurred to you that disintegration could be so serious—that cement and stone surfaces could be so sensitive to weathering.

Yet an examination of buildings will show practically 75% of all exposed surfaces not protected from the weather are in various stages of deterioration. One will find concrete and stucco badly cracked and weather-stained—brick “mildewed”—plaster mottled and discolored—stone with its surface chipping off—mortar joints crumbling out.

### *Improved Appearance*

On the other hand, should one examine concrete and masonry walls in the same neighborhood which have been properly protected against the weather—given a dampproof coating of StoneTex—that such walls are not only free from chipping, cracking, crumbling; but that they present a cleaner, and better maintained aspect. Soot and dirt





## TRUSCON STONE-TEX DAMPPROOFS



HOW STUCCO APPLIED OVER TILE IS APT TO MOTTLE WHEN NOT PROPERLY WATERPROOFED.  
This mottling can be obliterated with Stone-Tex.

does not fasten so readily on to such walls. Rain streaks are largely avoided and the buildings retain an appearance of attractive "newness."

### *Damage Caused by Dampness*



Moisture shows how Water enters Plaster and causes Lamination from the Wall. This would not have occurred if the surface had been damp-proofed.

Nor is outside appearance the only consideration. No one cares to live in a damp house—no one wants to run the risk of having plaster and interior decorations spoiled by moisture.

A home, or a building of any kind, should always be dry, warm, snug, and habitable. To obtain this result all exposed cement and masonry walls must be protected and damp-proofed. Because such surfaces are not by their nature damp-proof they invariably will absorb moisture.



Place on right shows Moisture-Porousness of the Plaster Surface as Lamination and its natural tendency to absorb moisture.





SOMETIMES EXTERIOR PLASTER WILL ACT LIKE THIS, which means that replastering must be done at many times the cost of a coat of STONETEX.



This picture shows a column which has absorbed so much moisture that the re-inforcing steel began to rust and spall off the surface.

EVEN BRICKS MUST BE PROTECTED FROM MOISTURE, or else they will "mildew," discolor fungus will form and mortar will drop out of the joints.

## *Wood and Steel Are Painted— Why Not Paint Masonry?*

No one questions the value of painting wood to preserve it from rotting. No one would think of leaving a steel structure exposed to the elements without good paint protection.

Yet, invariably, everyone thinks that concrete, stucco, brick and stone should last the ages without any protection from weathering and decay. This may be practicable in a land where there are no extremes of climate—no extremes of heat or cold—of rain or snow—of alternate wetness and dryness. But in a country such as ours, and in fact over most part of the world, with the exception of a few desert climes, we have different conditions to meet.

Experiments have shown that the most destructive form of weather exposure is that of continuous change. Alternate wetness and dryness is especially hard on Portland cement construction because it sets up strains in the surface, which eventually forms cracks.

Frost, of course, adds considerably to this, but the water-absorptive nature of all masonry, and especially of concrete and stucco, is the feature against which it is most necessary to take protective measures. We must give concrete masonry protection, just as we protect wood and steel.





# TRUSCON STONE-TEX DAMPPROOFS

## StoneTex for Churches, Hotels, Public Buildings



Boston County Court House, Texas



Arcade to  
Pan American Building,  
Washington, D. C.



United States Supreme  
Court Building,  
Washington, D. C.



United  
States  
Supreme  
Court  
Building,  
Washington,  
D. C.



United  
States  
Supreme  
Court  
Building,  
Washington,  
D. C.



United States Supreme  
Court Building,  
Washington,  
D. C.





McCORMICK MANUFACTURING COMPANY, London, Ontario.  
StoneTex on exterior concrete. Other products used: Bar-Ox Steel Paint, Truscon Cement  
Floor Enamel, FibroTex Roof Cement.

## *StoneTex Widely Used*

There is probably more StoneTex used for decorating masonry to-day than any other material. All forms of construction:—residences, churches, hospitals, clubs, hotels, offices, apartment blocks, manufacturing plants, warehouses, public buildings, etc., use StoneTex for decoration and for protection. It is the universal concrete and masonry paint—the standard of the world today!

The reason for this popularity of StoneTex is to be found in three of its most important features:

- (1) *Flat, cement-like finish—no gloss.*
- (2) *Waterproof paint film.*
- (3) *Resistance to lime in cement surfaces.*

Concrete and masonry are not intended to show gloss—not even brick, and the dull mat effect of StoneTex produces a finish particularly appropriate to such construction.

It displays a natural, artistic, stone-like appearance and will retain its color permanently without unsightly weather stains, or marks of age.



LIFE SAVERS, Inc., Port Chester, N. Y.  
Painted with STONETEX.





## StoneTex—the Long-Life Cement Paint



**7 YEARS OLD**—THE MANUFACTURERS BUILDING OF THE MISSISSIPPI CENTENNIAL EXPOSITION at Gulfport, Miss. Opened December 10, 1917

This building, as well as all other exposition buildings, including the Administration Building, Boys and Girls Building, Coliseum, Education Building, etc., were protected and dampproofed from the moist air of the Gulf of Mexico with StoneTex seven years ago. Still in perfect condition today.

## StoneTex Looks Like Stone—Not Paint

For the benefit of those who are not familiar with paint manufacture would direct attention to the fact that this flat finish of StoneTex is an "oil flat"—not a flat produced by volatile "thinners." This point cannot be too strongly emphasized, because flat effects in paints are usually obtained by substituting thinners, such as turpentine or naphtha for the oil.

A thinner evaporates rapidly, leaving a flat finish, but with so little oil "binder" that the pigment dusts off after weathering. This is one explanation of why so many so-called "cement paints" dust or chalk after a few months' exposure.



**6 Years and 9 Years Old**

VARIOUS BUILDINGS OF THE EASTMAN KODAK COMPANY'S PLANT at Rochester, N. Y., have been painted from six to nine years ago with StoneTex. When repainting is demanded, StoneTex is used again as it outlasts other paint two or three times.





## StoneTex—the Long-Life Cement Paint



**14 Years Old**—RESIDENCE OF R. A. BACHIA, Bay Shore, Long Island, N. Y.

First painted with STONETEX 1910. Repainted 1924. Old coat of STONETEX was still in good condition. This residence overlooks Long Island Sound.

### *The Long-Life Cement Paint*

Another reason for this “dusting” is due to the nature of cement. All Portland Cement surfaces are alkaline—contain “free lime.”

This “free lime” reacts chemically with raw Linseed Oil, (which is the oil invariably used in the ordinary paint) gradually reducing the paint film to a powder. This, together with an excess amount of “thinners,” causes the “chalking” or “powdering” of the paint film to progress so much faster.

As a result, it is not an uncommon sight to observe a coat of paint, after it has been on a cement surface but a few months, to powder off so badly that rain will wash it off in streaks. StoneTex, on the other hand, does not powder off—and there are hundreds of examples of StoneTexed buildings, coated from five to eight, even nine and ten years ago, which are still as intact and free from chalking as when first applied.



**10 Years Old**

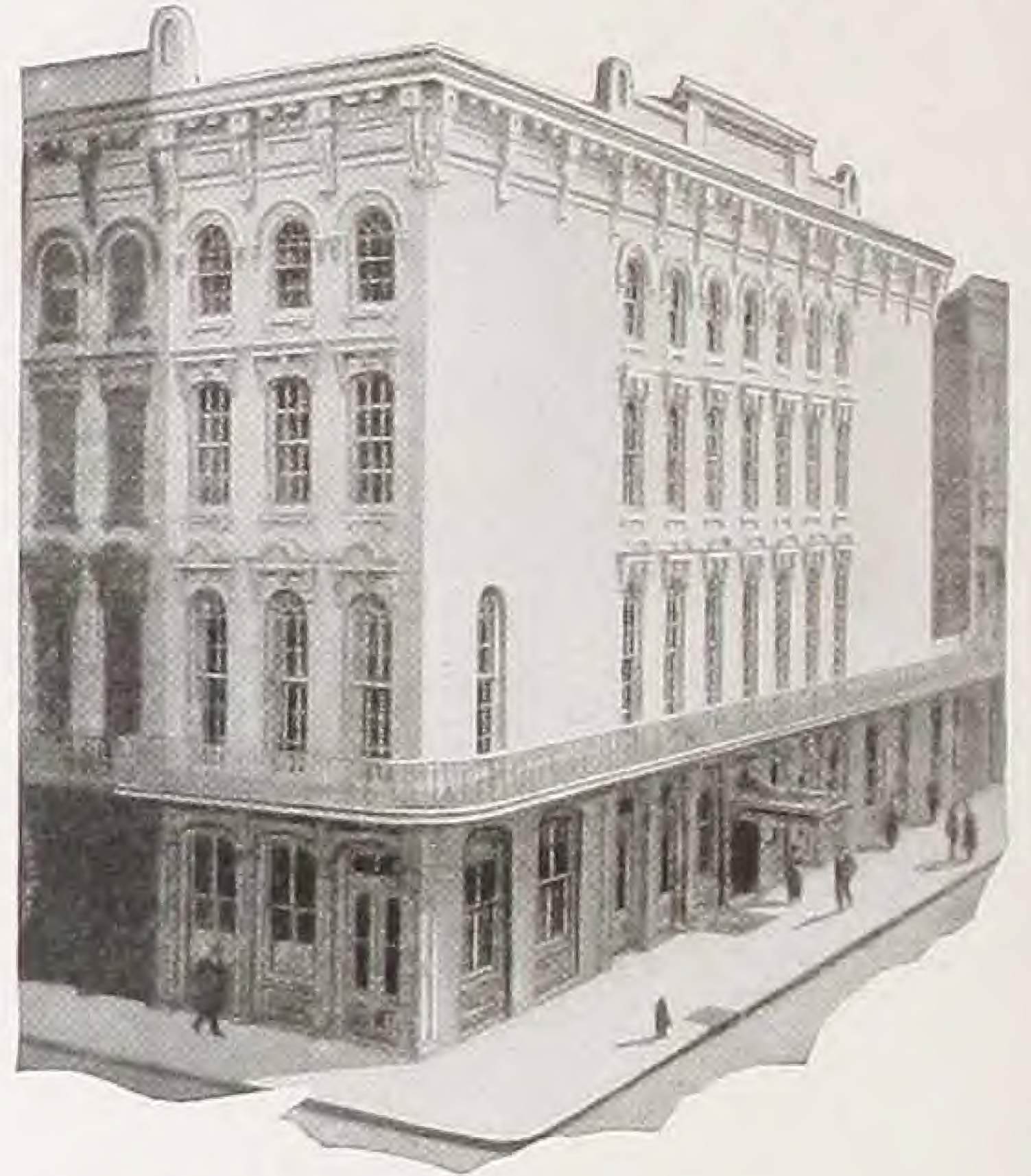
CHARLESTON LIGHT HOUSE, Morris Island  
Entrance to Charleston Harbor

Coated with Truscon STONETEX, Black and White, in 1915. Still in good condition after ten years ocean exposure today.





## StoneTex—the Long-Life Cement Paint



### Makes an Old Building Look Like New

DIFFERENT VIEWS OF THE NOLA BUILDING, New Orleans, La. Before and after using STONETEX.

## *A Damp-proof Coating*

It is evident, therefore, that a paint in order to give concrete, stucco and masonry protection should have certain very definite qualities, which ordinary house paints do not possess. It should have a non-chalking, mat finish and it should not be affected by the free lime in the cement, or in the mortar joints of masonry.

It was in our efforts to produce a protective paint coating, possessing these points of advantage, especially suitable for concrete and stucco, that StoneTex was invented.

StoneTex has these qualities to a pronounced degree and, in addition, it is a dampproof paint—it resists absorption of moisture.



### StoneTex Makes This Difference

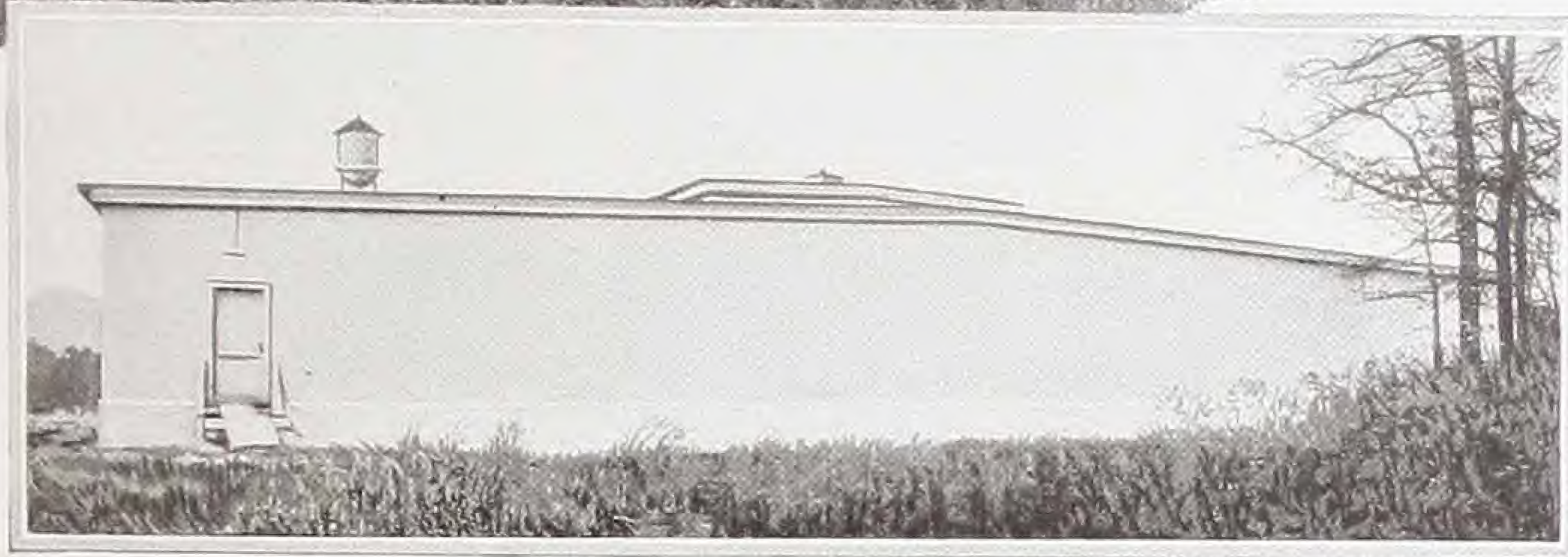
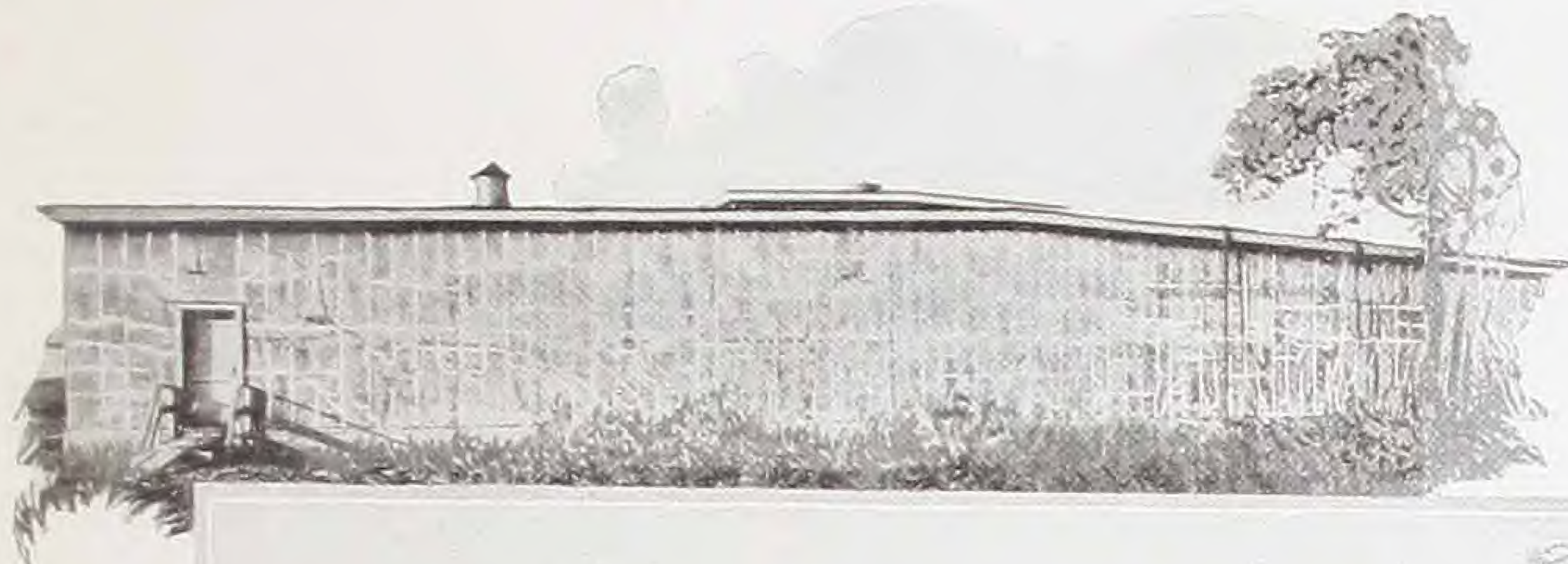
BROWN'S BUSINESS COLLEGE,  
Jacksonville, Ill.

Before and after painting with STONETEX





## StoneTex—the Long-Life Cement Paint



**A TRANSFORMATION**—These pictures represent the Quaker Oats Company's Warehouse at Waverly, N. Y., before and after painting with STONETEX.

The Stucco on this Warehouse had cracked so badly that considerable repatching had to be done, as shown in the first photograph. After patching and filling cracks STONETEX was applied with excellent results.

## *Waterproof Oils*

The dampproofing character of StoneTex is due entirely to its special composition of waterproof oils. Whereas ordinary paints are manufactured from raw Linseed Oil, which is not waterproof nor lime-resisting, StoneTex is made from a special blending of heat-treated paint oils, chief among which is China Wood Oil.

China Wood Oil is the most waterproof and weather-resistant oil known to paint technology. It is the oil that the Chinese have used for thousands of years for waterproofing their umbrellas, paper and fabric water sacks—even their ships, known as "Junks."

It is just naturally more waterproof and weather-resistant than other paint oils, but it has only within the last twenty years become



EASTERN MARKET, Detroit, Michigan. STONETEX and Bar-Ox Steel Paint.





## StoneTex—the Long-Life Cement Paint

sufficiently familiar to American paint manufacturers to enable us to use it in paints.

China Wood Oil is much more expensive than Linseed Oil, but it is far more useful on account of its waterproof qualities—its flat drying qualities, and its resistance to lime.

That is why it is used in StoneTex.

### *Property Values Increased by StoneTex*

Thousands of dollars have been added to the value of all forms of concrete and masonry construction through the use of StoneTex. It is as adaptable to residences as it is to factories and warehouses, office buildings, department stores, theatres, various types of institutions—in fact, any form of exterior concrete, brick, stone, cement, stucco, magnesite or patent plaster construction.

*StoneTex makes an old building look like new—it keeps a new building looking new. It keeps rain out of a wall, which otherwise might penetrate and damage interior decorations. It pre-*

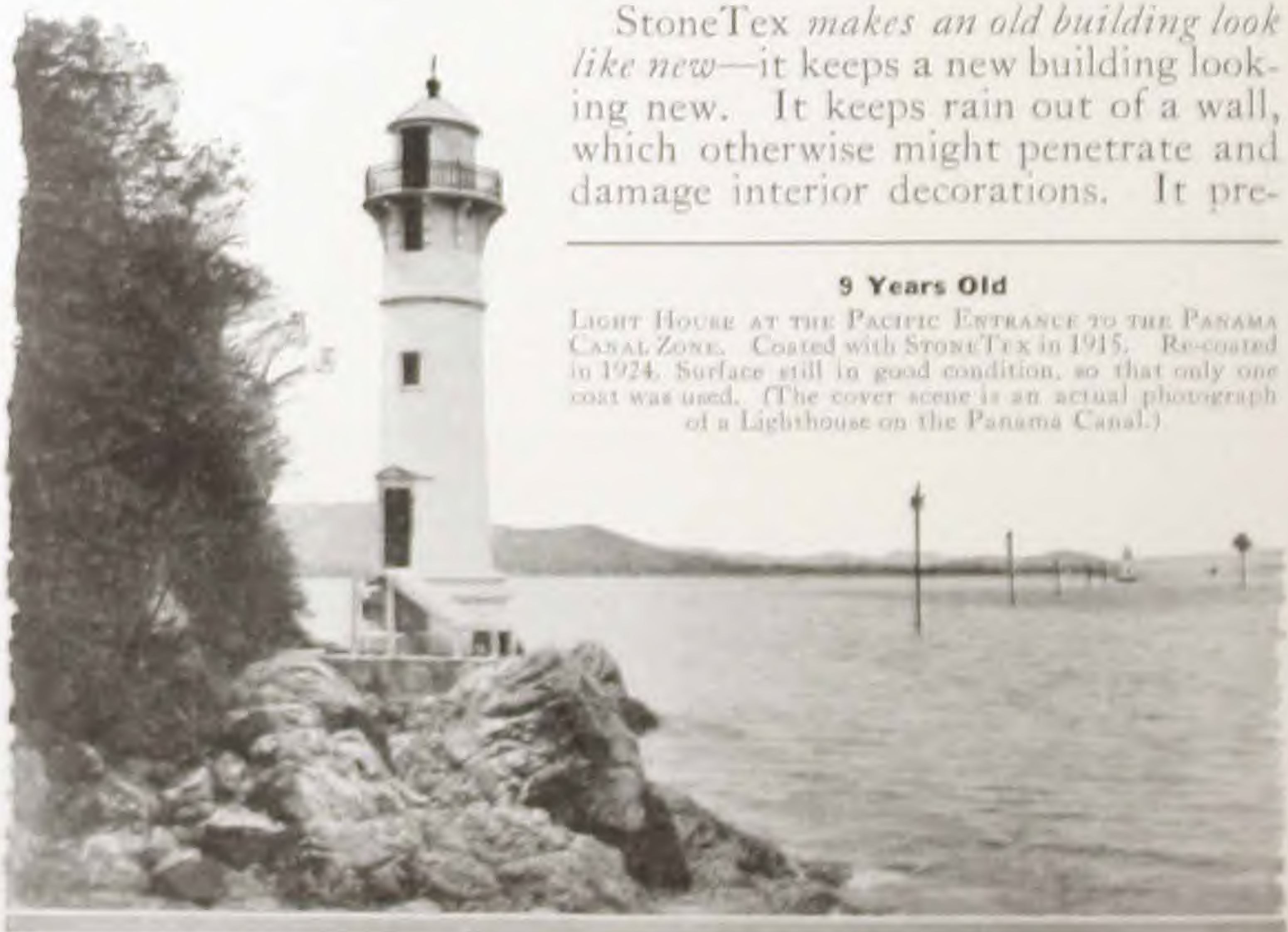


**8 Years Old**

LIVINGSTON HOTEL, Grand Rapids, Michigan.

STONE-TEX applied eight years ago.

Paint still in good condition even after a disastrous fire which gutted the upper sections of the building and flooded the STONE-TEXED walls with tons of water. Looks like a tile job today.



**9 Years Old**

LIGHT HOUSE AT THE PACIFIC ENTRANCE TO THE PANAMA CANAL ZONE. Coated with STONE-TEX in 1915. Re-coated in 1924. Surface still in good condition, so that only one coat was used. (The cover scene is an actual photograph of a Lighthouse on the Panama Canal.)



## StoneTex—the Long-Life Cement Paint



**6 Years Old**

COLLEGE APARTMENTS, Charlotte, N. C.

vents discoloration of the surface with its consequent cracking, crumbling and falling to pieces. It decorates as well as dampproofs.

StoneTex gives a coating that looks like cement—a soft, dull-toned, stone-like finish that is beautiful to look upon. StoneTex is applied with brush or spray—it sprays just as readily as any other paint.



STEIN APARTMENTS, 3413 Race St., Philadelphia



**8 Years Old**—SYNAGOGUE, 22nd and I Sts.  
Galveston, Texas

Building was damp before using STONETEX in 1916. Still in good condition and not required repainting in 1924, whereas other buildings in the same vicinity had been repainted three times since, owing to the destructive action of the moist Gulf winds and rain on paint



**9 Years Old**

THE ENQUIRER JOB PRINTING COMPANY,  
Cincinnati, Ohio.

First dampproofed and beautified with STONETEX in 1914.  
Repainted with the same material in 1923.





## StoneTex—the Long-Life Cement Paint



### STONE-TEX IS WASHABLE

THE DETROIT CREAMERY, Detroit, Michigan, use a pure white STONETEX and wash the walls every six months, as shown in the picture. This is an unusual test of the wearing qualities of a paint.

## CONCLUSION

It is just as necessary to protect exterior concrete, stucco, brick and stone walls from atmospheric exposure as it is to protect steel and wood. Because water is the great destroyer—the universal solvent, which reaches out and wears away all forms of construction. But especially where conditions of continual change—such as alternate wetting and drying, freezing and thawing—take place is the disintegrative influence of weathering most active.

Unfortunately ordinary paints are not adaptable to protecting masonry surfaces. They are not waterproof, nor are they lime-resistant and they do not give a flat masonry appearance. StoneTex is waterproof because of its special blending of heat-treated China Wood Oil and similar oils. It also dries flat without the use of thinners. It has the appearance of concrete or stone.

Where small checks and cracks are present in the surface, stippling in the first coat of StoneTex will permanently seal and repair the damage. Cracks  $\frac{1}{16}$ -inch wide or larger should be treated with StoneTex Crack Filler.

StoneTex is applied with brush or spray. It is obtainable in ten standard shades and white, as per color card on the inside page of Back Cover.





## Directions for Using StoneTex

*StoneTex is an especially prepared dampproof coating for beautifying and protecting all **Exterior** concrete, stucco and masonry **Above Grade**. This includes composition stucco (magnesite), cement stucco, brick surfaces as well as stone. Applied by brush or spray.*

(FOR COLOR CARD SEE LAST PAGE)

### (1)—CONDITION OF SURFACE:

**Dampness**—Before applying StoneTex one should be absolutely certain that the surface is dry. Special care must be taken to examine roofs, gutters and backs of parapet walls, as moisture will often get into a wall through these sources, which will afterwards help to destroy the paint coating. Rain, frost, atmospheric dampness and the like will never damage StoneTex *if moisture does not find its way* in back of the paint film.

For this reason, it is especially important to examine carefully the points above mentioned and also around window sills or any other sections where cracks are likely to have formed.

**Filling Cracks**—Small cracks, such as are around window sills, can be filled with StoneTex Caulking Compound—the compound being given at least a week to dry out and harden before StoneTex is applied.

In the case of plaster or stucco walls which may be generally cracked, all disintegrated sections must be carefully removed and re-plastered. Other cracks should be cut out and re-plastered with a mixture of one part of cement to three parts of sand. Such surfaces should first be thoroughly wetted before plastering and then kept moist for a few days while hardening.

After plastering do not paint with StoneTex for at least two weeks—preferably three weeks, so as to give ample time for all moisture to evaporate.

**Removing Dirt**—Use a stiff broom to remove all dirt and loose particles.

If the surface has been previously painted and the old coating shows any indication of blistering, peeling, cracking—first scrape or burn off the old paint before applying StoneTex. If the old painted surface is in good condition, follow Instructions under (3).

### (2)—APPLICATION—*Unpainted Surfaces*:

Always mix paint thoroughly before using. This can best be done by cutting out *entirely* the top of the package—then mixing contents with a stiff paddle. Pouring the contents back and forth from one can into another (boxing) is also good practice.

**Priming Coat**—New or unpainted concrete and masonry should always be given a priming coat, consisting of StoneTex thinned with StoneTex Liquid in the proportion of one gallon of liquid to five gallons of StoneTex. Apply this priming coat in an even uniform coat, brushing well into the pores of the surfaces. On a rough plaster surface, special care must be taken to stipple the StoneTex into the uneven surface. The intention is to obtain a uniform coat. A coat which does not cover thoroughly is worthless.

**Finish Coat**—After the first coat has dried at least 48 hours, and preferably 72 hours, apply the second coat of StoneTex which should be used without any thinning. In other words, the second coat of StoneTex is applied exactly as it comes in the can.

(If on continued standing and exposure to air, an open package of StoneTex becomes heavy in body—it may be thinned with a minimum amount of pure turpentine to its original consistency.)

### (3)—APPLICATION—*Painted Surfaces*:

**Over StoneTex**—Apply StoneTex exactly as it comes in the can—without thinning. One coat is usually sufficient as a repaint job.

**Over Lead and Oil**—Thin StoneTex with pure boiled Linseed Oil in the proportion of  $\frac{1}{2}$  pint of boiled Linseed Oil to the gallon of StoneTex.

It is understood that the old painted surface must be free from cracking, chipping, scaling, powdering, etc., before painting. Any sections which are not in good condition should be scraped or wire-brushed off and a "spot coat" of StoneTex and StoneTex Liquid applied to the bad sections. After this, use a coat of StoneTex for coating the entire surface.

### (4)—QUANTITY REQUIRED:

**Unpainted Masonry**—EXAMPLE—To find the quantity of StoneTex and StoneTex Liquid required for 9,000 sq. ft. of unpainted masonry surface two coats—(covering capacity 100 square feet to the gallon):

$$\text{Thus:—} 9,000 \text{ sq. ft.} \div 100 = 90 \text{ gallons.}$$

ANSWER— $\frac{1}{10}$  of 90 gals. = 9 gals.—quantity of StoneTex Liquid.  
— $\frac{9}{10}$  of 90 gals. = 81 gals.—quantity of StoneTex.

**Note**—StoneTex Liquid to be used only in the first coat.

**Painted Masonry**—250 square feet to gallon, one coat.  
No StoneTex Liquid or other thinner necessary.





# TRUSCON STONE-TEX DAMPPROOFS

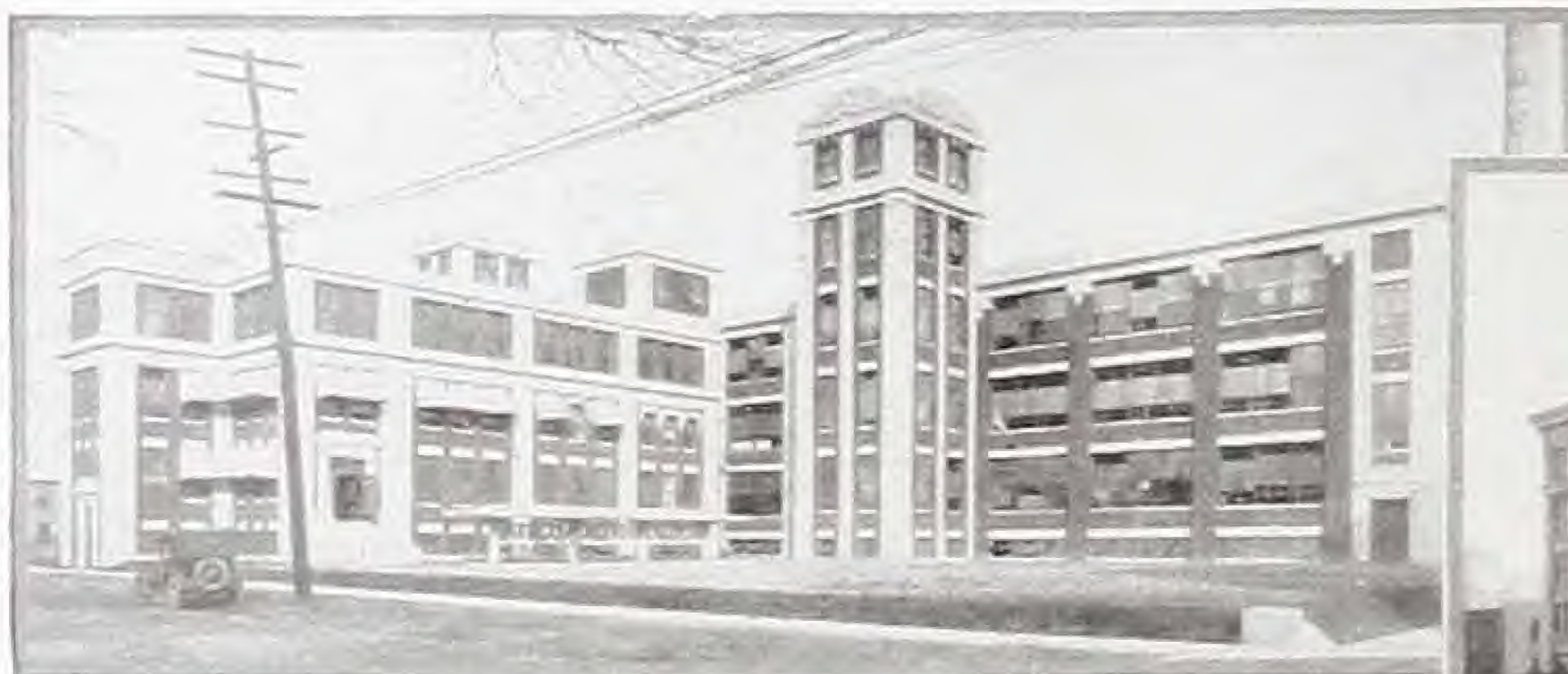
## PROMINENT INDUSTRIAL BUILDINGS



TROCO BUTTER COMPANY, Chicago, Illinois.  
Bar-Ox Steel Paint and STONETEX used.



ZIOCK PAPER BOX Co., Rockford, Illinois.  
Besides STONETEX; also Truscon Floor Hardener, Industrial Enamel, Metal Sash Putty and Bar-Ox Steel Paint were used.



AMERICAN CAN COMPANY, Grand Rapids, Michigan.



PALMOLIVE COMPANY,  
Milwaukee, Wis.



BEMIS BROS.  
BAG COMPANY,  
Bemis, Tenn.



LIGHT HOUSE



DODGE BROS., Detroit, Michigan.

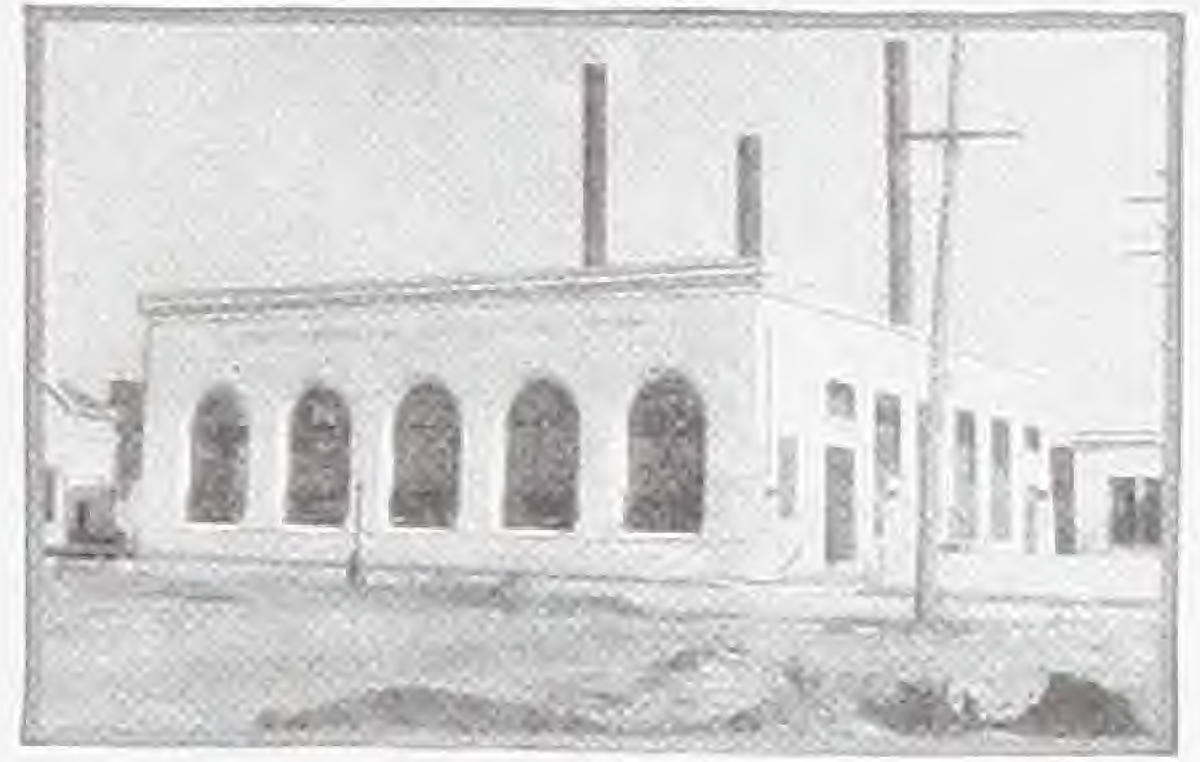




# S DAMPPROOFED WITH STONETEX



FISHER BODY  
OHIO COMPANY,  
Cleveland, Ohio.



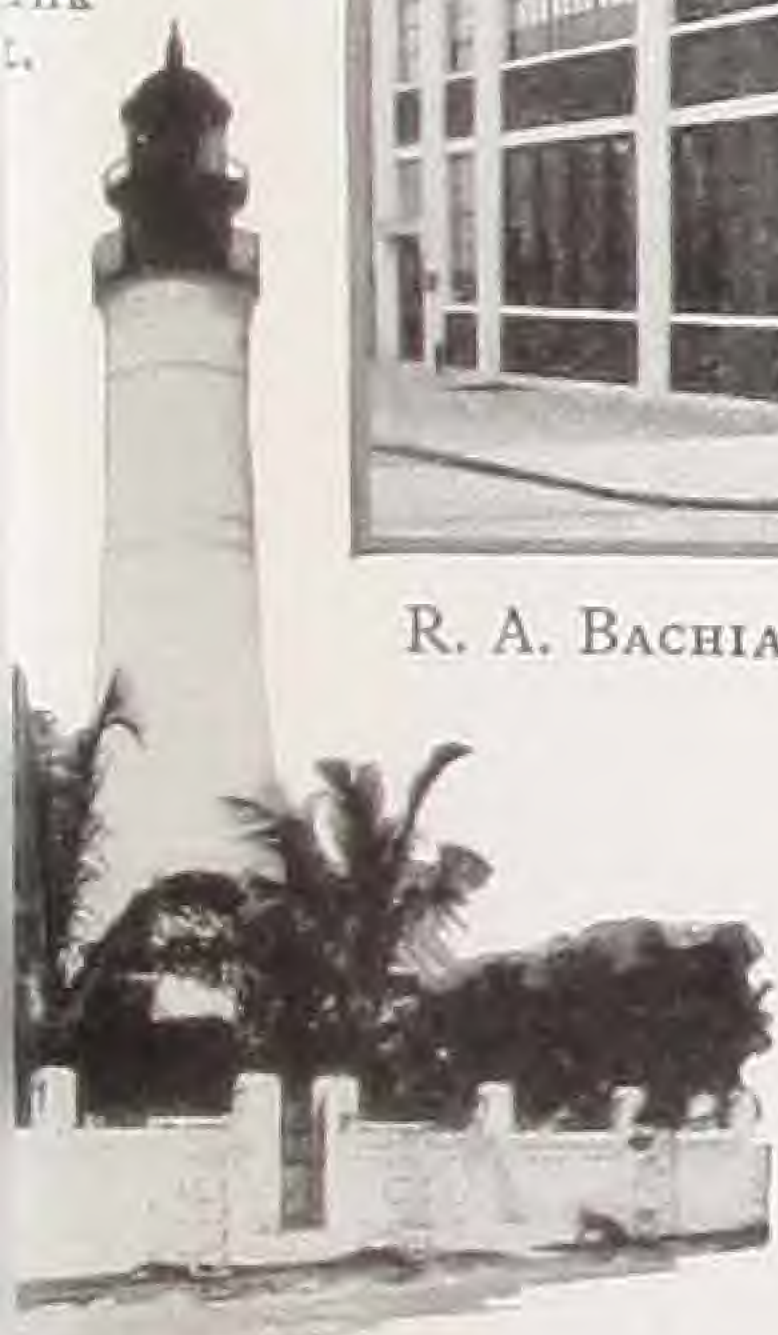
POWER PLANT, Alameda, Calif.  
Municipal Electric Light Co.



GAS STATION OF THE PARAGON OIL Co.  
Toledo, O.



R. A. BACHIA AND COMPANY, Long Island City.



West, Fla.



H. J. HEINZ  
COMPANY,  
Pittsburgh, Pa.



STUDEBAKER CORPORATION, South Bend, Ind.





## StoneTex Residences



MR. G. F. FINCH,  
46 Teddington Park Blvd.,  
Toronto, Ontario.  
Two coats STONETEX  
May, 1920. Still in good  
condition today.



MR. C. D.  
LOVELAND,  
1320 Denniston  
Avenue,  
Pittsburgh, Pa.



MR. AND MRS.  
WALTER CLARK  
617 Plymouth  
Road, Grand  
Rapids, Mich.  
Beautified and  
dampproofed  
with STONETEX



MR. F. P. O'CONNOR, Toronto, Ont.  
Coated two coats STONETEX Concrete  
Gray, May, 1919, over a porous stucco.  
Dampproof and in good condition today.



MR. CHARLES A.  
MARTIN,  
3147 Front St.,  
San Diego, Calif.



HILLMONT  
FARM  
Jackson,  
Minn.  
Example of  
STONETEX  
used over  
concrete  
blocks.



CLYDE DREW RESIDENCE, Omaha, Nebr.—Swimming pool, cement walk, pergolas and house  
coated with STONETEX White, Brick Red and Gray.



## StoneTex Considered Greatest Dampproofing Material for Building Protection



ORVILLE THORP RESIDENCE, Highland Park, Texas.  
Painted with STONETEX 1919.

## What Users Say of StoneTex

*(The idea that "Paint is just Paint" is a thing of the past  
with this concern)*

GENTLEMEN—We use StoneTex of a green color on the outside concrete surfaces of our building. It has been on over a year and has kept its color perfectly. Former paints discolored in 6 months and spoiled the appearance of the building. The idea that paint is just paint and that any good paint will do, is a thing of the past in our plant. Yours very truly,

TROCO COMPANY, Chicago, Ill.

*(StoneTex selected after test over three other concrete paints)*

GENTLEMEN—In painting our new building we used 1½ carloads of Truscon Laboratories paints.

As the cost of painting this building was to run into large figures we went to considerable pains to select the best paint for the job. We tested three outside concrete paints by exposing them to sun, weather and smoke conditions for 60 days. At the end of that time we found StoneTex to be in excellent condition whereas the other two paints had deteriorated. StoneTex was therefore used on the outside of the building.

The outside concrete surface was painted for two reasons; appearance and protection. We take pride in the appearance of this new building and there is no doubt that the flat StoneTex paint improves the appearance a great deal.

Besides, the StoneTex waterproofs the surface. An ordinary concrete surface absorbs water readily and in time this causes the surface to disintegrate. StoneTex prevents this. Two coats of StoneTex were applied with hand brushes. The first coat soaked into the concrete. The second coat formed a uniform smooth surface. The StoneTex is in good condition after four years and will be good for at least one year more before repainting will be necessary. Yours very truly,

ZIOCK PAPER BOX COMPANY, Rockford Ill.





## What Users Say of StoneTex

MAJOR J. A. MURRAY'S  
RESIDENCE

32 Whitney Avenue,  
Toronto, Ont.



Before treating with STONETEX four years ago, large patches of stucco had fallen off, which had to be replaced. All stucco is now dry and well preserved.

### *(Clean surface with hose—A 12-year-old StoneTex job)*

GENTLEMEN—Your letter of the 19th with color cards, etc., received. I am very glad to know that you are still making StoneTex, and to tell you how well it wears.

Our house is brick and has been built more than forty years, had no paint on bricks until 1913 when we had two coats of your cream StoneTex applied. It is in very good condition now with the exception of a few places where gutter pipes have frozen and the chimneys.

A great advantage your paint has over other paints is that the hose will clean the walls under porch in ten minutes, and the rain takes care of the rest, which is much easier and cheaper than having it hand washed.

My painter has tried to convince me that he can mix a paint that will wear as well and be much easier to put on but I am not convinced. I am glad to speak a good word for StoneTex at any time. Sincerely yours,

(MISS) BERTHA N. CHARLES

34 Bennett Street, Howell, N. Y.

### *(Singer approves StoneTex)*

In reply to your favor of the 3rd we will appreciate a pint sample of your StoneTex color, concrete grey.

We are glad to inform you that a test of your StoneTex with other materials indicates that it is better than other materials we have tested, and we will likely be in the market within a month or two for sufficient of this material to cover some of our buildings. Yours truly,

THE SINGER MANUFACTURING COMPANY,

W. WINDSOR, General Superintendent, Cairo, Ill.

W/G

### *(Just the thing for sand-lime brick)*

DEAR SIR—Confirming the writer's conversation with your Mr. Cowman over the telephone, we beg to advise that we have furnished Truscon StoneTex on a number of buildings in Syracuse erected with Sand-Lime Brick. The results have been exceptionally good, one of our buildings having been painted some nine years ago and still in excellent condition. Very truly,

THE PARAGON PLASTER COMPANY, Syracuse, N. Y.





## What Users Say of StoneTex



BRYANT PAPER COMPANY, Kalamazoo, Michigan.

*(StoneTex would have saved a \$2,000.00 repair bill had they used it sooner)*

GENTLEMEN—Three years ago we painted the exterior of our concrete building with StoneTex. If we had painted the building and protected the surface as soon as it was built, we would have saved a repair bill of about \$2,000.00. After the building had been up 5 years, moisture penetrating the surface had reached the reinforcing, causing it to rust and causing the surface concrete to chip and scale off. We had to go over the building and paint it up at this great expense because the surface had not been protected.

StoneTex waterproofs the concrete and prevents this sort of trouble. We have also painted a brick building with StoneTex. We used a concrete gray on both buildings and they are much better looking than before painting. This paint has been on 3 years and will last indefinitely. We do the painting ourselves with hand brushes. We first put on a priming coat and then apply the StoneTex. We intend to apply StoneTex to the outside concrete parts of our other two buildings shortly. Yours very truly,

THE PALMOLIVE COMPANY, *Milwaukee, Wis.*

*(Rain-Proofed this Stucco House)*

Five years ago we built a house for our Superintendent at our plant, North Cambridge, with stucco exterior. We found after the work was completed that through the fault of either poor workmanship or poor design, the construction was not waterproof, and the rain would sometimes show through the inner wall. We have been doing this work for years and were very much disturbed. We asked your representative to look the building over after a rain storm. He did so, and suggested we give the house two coats of StoneTex. We have never had any trouble since, and the house looks better today than when it was built.

55 Franklin Street, Boston, Mass.

PENN METAL COMPANY,  
GEORGE TAYLOR, *Treasurer*

*(StoneTex film still perfect on all jobs—after three years)*

DEAR SIR—We are so pleased at the way in which the jobs on which Truscon StoneTex has been used have turned out that we are writing you an entirely unsolicited testimonial.

We have used StoneTex on a good many houses during the past three years, and after looking them over this spring we find they are just as fresh-looking as when finished; no deterioration of any kind is visible, and the work is most satisfactory to the patrons.

We have also used and recommended your Truscon Asepticote for interior wall finishes, and have satisfied ourselves that there is nothing like it on the market.

Your enamels also are beyond comparison. They work easily under the brush, and dry hard, being entirely free from brush marks; they also show beautiful lustre and wearing qualities. We have paid twice the price for other enamels but have never come across any which have given us as much satisfaction.

Sincerely yours,

CHAMBERS & CARTWRIGHT,

*Painters and Interior Decorators, Pittsburgh, Pa.*





## What Users Say of StoneTex



DETROIT PRESSED STEEL COMPANY, Detroit, Mich.

### *(StoneTex dried this House,—withstood waves of typhoon)*

DEAR SIR—In reply to your request for some remarks on my experience with StoneTex and other Truscon products, I have pleasure in submitting the following:—

My dwelling stands on a small island with no other houses or large trees near it, and is fully exposed to all the winds and sprays of the seasons. The walls were color-washed outside and distempered within, and were constantly damp and unsightly.

Since applying StoneTex to the outer walls, the walls have been dry under all weather conditions, and at present a pleasing contrast to the former appearance.

Immediately prior to the disastrous typhoon of August, 1922, the exterior walls of the Masonic Lodge here were treated in the same manner as my dwelling, as a result of the object lesson it provided.

It is the opinion of competent persons that this treatment was all that saved the building from disintegration, as the water rose to a height of not less than nine feet above the floors, while the outer walls were subjected to the driving rain and seas, which accompanied the storm, for more than eight hours.

This building stands but a few yards from the sea shore, and nearly every other building in the vicinity, of similar construction, was either demolished or rendered temporarily uninhabitable.

The walls of this building suffered no material damage, and with the exception of a faint stain marking the high level of the flood, they show no traces of the storm. I am, Sir, Very truly yours,

G. ST. M. STOCKER, *Swato Pilotage Association,*  
"Pilot Swatow," Shanghai, China



KIRSCH MANUFACTURING COMPANY, Sturgis, Mich.

Besides STONETEX, Industrial White Enamel, Truscon Marine Enamel, Asepticote Flat Wall Paint and Bar-Ox Steel Paint were used.





## What Users Say of StoneTex



SOLAR-STURGIS MANUFACTURING CO., Melrose Park, Ill.  
StoneTex Concrete Gray.

*(Accomplished what thousands of dollars worth of other materials failed to do)*

DEAR SIR—In my experience in using StoneTex I wish to say it did for the owner, Mr. C. L. Taylor, and for the contractor the desired results what many thousands of dollars worth of other materials and labor failed to do. As you know many thousands of cracks allowed water to penetrate the exterior walls of this handsome residence which gave the owner a great deal of annoyance. All these cracks were covered with StoneTex and are now and have been impervious to elements of any nature since this job has been completed. The larger cracks were cut out to a depth of about  $\frac{3}{8}$ " and filled in with your preparation making this absolutely waterproof and unnoticeable upon final completion of work.

Too much cannot be said of the very satisfactory, successful and positive result of work done with your StoneTex. Yours very truly,

JAMES L. BRIED, *Building and General Contractor*  
West Street, Englewood, N. J.

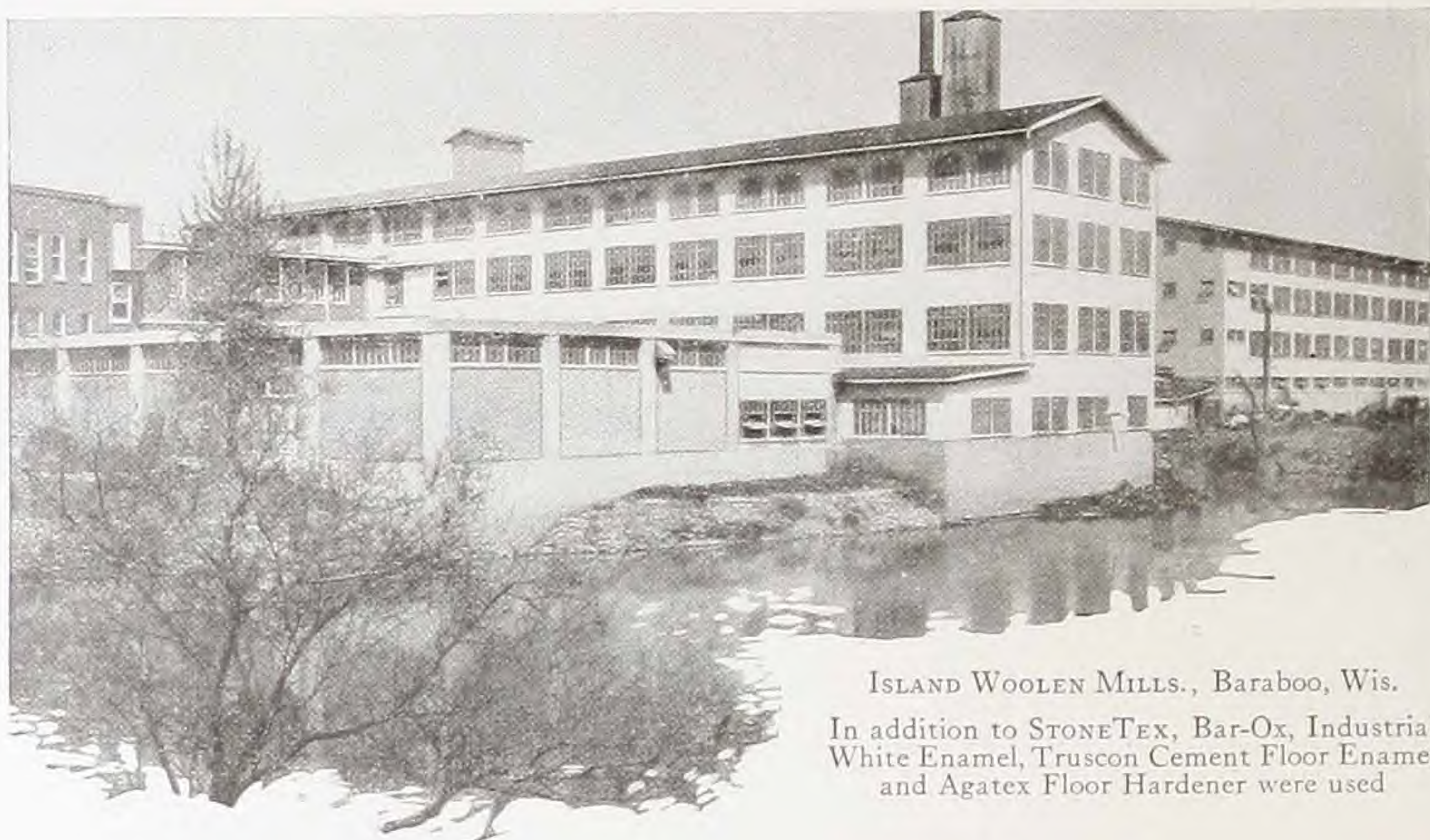


MISHAWAKA WOOLEN AND RUBBER MFG. CO.  
Mishawaka, Indiana.  
StoneTex Industrial White Enamel and Bar-Ox Steel Paint.





## What Users Say of StoneTex



ISLAND WOOLEN MILLS., Baraboo, Wis.

In addition to STONETEX, Bar-Ox, Industrial White Enamel, Truscon Cement Floor Enamel and Agatex Floor Hardener were used

### *(14 years on Long Island Residence—Salt air exposure)*

DEAR SIR—Replying to your letter of the 18th inst., it gives me much pleasure to state that your cement coating StoneTex has given me most *perfect satisfaction*

After experimenting, in 1910, with many different paints or coatings then on the market, I decided on StoneTex for my residence in Bay Shore, L. I. It has not required renewal in this lapse of thirteen years.\*

On our new Factory building, completed last January, we have recently applied two coats of StoneTex.

The beauty of your material is, that it does not show an artificially painted surface, but enters into the pores of the concrete, and effects the exact result your circular claims.

In the Factory, we have also used your Bar-Ox, Agatex and Floor Enamel, with thoroughly satisfactory results. I regard it as my lucky day when I discovered StoneTex. Most truly yours,

R. A. BACHIA,  
128 Williams Ave., Long Island City, New York.

*\*Note—Building was painted the following year—14 years; a record for paint durability.*

### *(Months of experimenting proved StoneTex superior)*

GENTLEMEN—Two years ago we had a very particular job of cement painting and experimented several months with different makes of cement coating, and yours was unquestionably the most superior and was used.

I would like to say it has proven its superiority and upon inquiry of the owner if it had been satisfactory to him he said,

"Most emphatically yes."

You have my order now for 3 barrels and I shall use your goods only in the future.

Very truly yours,

C. W. GLEASON  
Bay Shore, N. Y.



CITIZENS LIGHT AND POWER COMPANY, Adrian, Michigan.  
STONETEX Brick Red.





## What Users Say of StoneTex



DONALDSON DEPARTMENT STORE, Minneapolis, Minn.

### *(StoneTex most durable paint he has used in 35 years)*

DEAR SIRs—Answering yours of December 10th, will say: I have used your goods with wonderful success, after trying *all others* for 35 years.

Our home was built by my father, E. A. Shriner, in 1879, of pressed and also part surfaced brick. White marble sills were painted red, then buff, and then white. Each color would stand for about a year, then craze and peel off in spots—making a very ugly appearance.

About three years ago, I bought of you StoneTex; also your white paint. I put the StoneTex on the brick surface, and the white paint on the wood. Today it is in fine condition. Respectfully,

EDWARD D. SHRINER, Frederick, Md.

### *(Panama Canal Light House Contractor well satisfied)*

DEAR SIRs—Replying to your letter of July 13 I wish to thank you for the attention you paid to my first letter. In August, 1914, while I was working for the Panama Canal, I constructed a lighthouse at the Atlantic entrance to the Canal.

After this lighthouse was completed I painted it over with one of your preparations which I do not remember the trade name of. (Note—The product referred to is StoneTex.) This preparation was so satisfactory on that job that I wish to use it now on some light hand-rail work which I have just completed here.

P. H. KINGSBURY,  
Cristobal, Canal Zone.

### *(StoneTex satisfactory seven years ago—Uses it again)*

GENTLEMEN—Some seven years ago I bought some cement paint from you, I think it was 2 half-barrels.

The job has been so satisfactory that I intend to use it on a cement oil filling station. Will you be kind enough to price me your undercoater and finishing coat per gallon in 5-gallon or half-barrels, and how much each will cover per gallon; or in one gallon case lots and oblige. Yours very truly,

F. MAYENFELDT,  
Painting and Decorating,  
Casper, Wyoming



COLLIN COUNTY MILL AND ELEVATOR COMPANY  
McKinney, Texas.





## What StoneTex Users Say

### *(Painters "knocked" it—Used StoneTex anyhow—Excellent job)*

GENTLEMEN—We have just completed the work of rebuilding The Stevens House at Lancaster, Pa. Prior to painting we investigated the various paints suggested to us, and after having an adverse report from our local painters, as to your waterproof paint, determined to exercise our own judgment and use the same. The application of the paint was supervised by your factory expert, and we are pleased to report that the job has proven to be one of exceeding excellence, and the local painting firms have been busy ever since trying to find fault, so we think we have given your product a particularly hard test under adverse conditions.

We have been advised that one of the most severe of the local critics has just taken a large contract, and advised the use of Truscon Bedford Grey StoneTex.

We are grateful to you for having brought the matter to our attention. Respectfully,

NEW STEVENS HOUSE, Lancaster, Pa.

### *(Painter says StoneTex has no equal)*

DEAR SIR—We have completed painting on Fannin County Court House, using your StoneTex on walls and your Formula Brand Paint on metal cornice which had been painted with a red mineral paint.

I wish to say that during my twelve years in the contracting paint business that I have found no equal to these two paints and really think that StoneTex has no equal.

I used your Formula Brand Paint on cornice, giving it one coat light brown color and did a good job. I also find your Sno-White Enamel to be as good as any I have ever used. I am sure any practical man will find these goods to be a moneysaver. Hoping to be in a position to use more of your goods in future.

We remain,

BONHAM DECORATING COMPANY

(per) R. R. ROBERTS, Bonham, Texas

### *(StoneTex a standardized part of their up-keep)*

GENTLEMEN—Yours 2nd inst. StoneTex.

We have used this material very satisfactorily and consider it a part of our up-keep. At the present time we are not in the market for any of this material. Yours very truly,

PAW/C

THE CHARLES PARKER COMPANY,

P. A. WUTERICH, Purchasing Agent, Meriden, Conn.

### *(Seven Years in a damp climate—StoneTex still good)*

GENTLEMEN—I have had some inquiries about StoneTex which I used on the Synagogue here in 1916. Because StoneTex appears to be one of the few things that resists this tough climate I have frequently been asked about it.

The Synagogue is a very good illustration because it was a damp building before StoneTex was applied, and from 1916 to 1923 is seven years, and the StoneTex job still looks as good as when applied, as you will see by the photographs I am sending. Some buildings have been painted three times since this Synagogue was done. These buildings need painting again, whereas the StoneTex on the Synagogue still looks good.

A. STANLEY, Painter and Decorator, Galveston, Texas

### *(Stopped "dusting" of surface—Filled hair checks)*

DEAR SIR—I have your letter of the 8th. regarding photograph of my home. I am glad you like this picture.

The StoneTex certainly improved the looks of this house and I am more than pleased that I used it. It seemed to eliminate the dusting which was very objectionable in the original concrete coating which was used on this house. The StoneTex also covered up a number of small hair cracks in the stucco work, which pleased me very much. I have given your literature to several friends of mine who have seen this paint on my house and I feel sure it will mean some extra business for you. Yours very truly,

C. D. LOVELAND, District Manager

District Office, 2541 Oliver Building, Pittsburgh, Pa.

### *(After three years looks as good as new—No discoloration)*

GENTLEMEN—This is an unsolicited testimonial to state that three years ago I remodeled a brown stone house at 55 Charles Street, N. Y., and used StoneTex Portland Gray on the front, covering the three upper floors. It has not turned in color or streaked, and now after three years looks as well as day it was put on.

Yours very truly,

VICTOR PERARD, 65 Charles Street, New York City





## What StoneTex Users Say



McALLISTER HOTEL, Miami, Fla.

### *(Withstands washing better than any other paint)*

DEAR SIRs—We have used your Truscon products, principally Enamel and StoneTex for quite a few years and find it the best enamel products we have ever used. It gives a beautiful finished surface, and one that stands up under washing better than could be expected at any time on any office building.

I heartily recommend it for both inside and outside use, not knowing of any products that could take its place. Yours very truly,

JPF/T

JENKINS ARCADE COMPANY,  
JOHN P. FINDLEY, *Superintendent*, Pittsburgh, Pa.

### *(Gives natural Stone-like Texture—A wonderful product)*

GENTLEMEN—My painters are today completing the painting of my cement block residence with natural cement StoneTex, trimmed with white StoneTex, marking out each block with a dark grey StoneTex, and I am certainly pleased to inform you that the effect is far more pleasing than I had expected. The effect of painting a cement block house in this manner is truly wonderful and I am sure I have made no mistake using StoneTex.

I tested out several other cement paints before starting painting, but could not get the natural cement color. However, your cement, natural StoneTex is exactly what I desired and I am more than pleased with the effect. Yours very truly,

No. 3/B

THE WICKENS COMPANY,  
DAN. E. BAUMBAUGH, *Secretary*, Lorain, Ohio

### *(Other masonry paints wash off—StoneTex holds its finish)*

GENTLEMEN—Replying to your phone call, *re.* painter of my house, find it was Mr. Oscar B. Martinson.

My house keeps its beautiful whiteness and my wife says that she is frequently asked about the paint; she tells people that it is a "special paint"—they (the inquirers) usually thinking that their houses have had inferior paint used on them; of course it is inferior to StoneTex; because it washes off.

I presume no better example of the excellence of StoneTex is extant than this house of mine—now beginning the third year with the covering as applied by Martinson, who knew how to put it on properly.

C. B. GARRETT, 43 Cedar Lane, Highland Park,  
69th Street Station, W. Philadelphia, Pa.

### *(Withstands moisture in creamery)*

GENTLEMEN—Replying to your favor of the 14th we would state that we have used your StoneTex the past few years quite extensively in our creamery, using it largely on concrete work, and we find that it stands the moisture which is always present in creamery work, and has given very good satisfaction.

Yours very truly,

OI/W

DEERFOOT FARM COMPANY,  
J. E. O'LEARY, *Manager*, Southborough, Mass.





## StoneTex in Foreign Lands

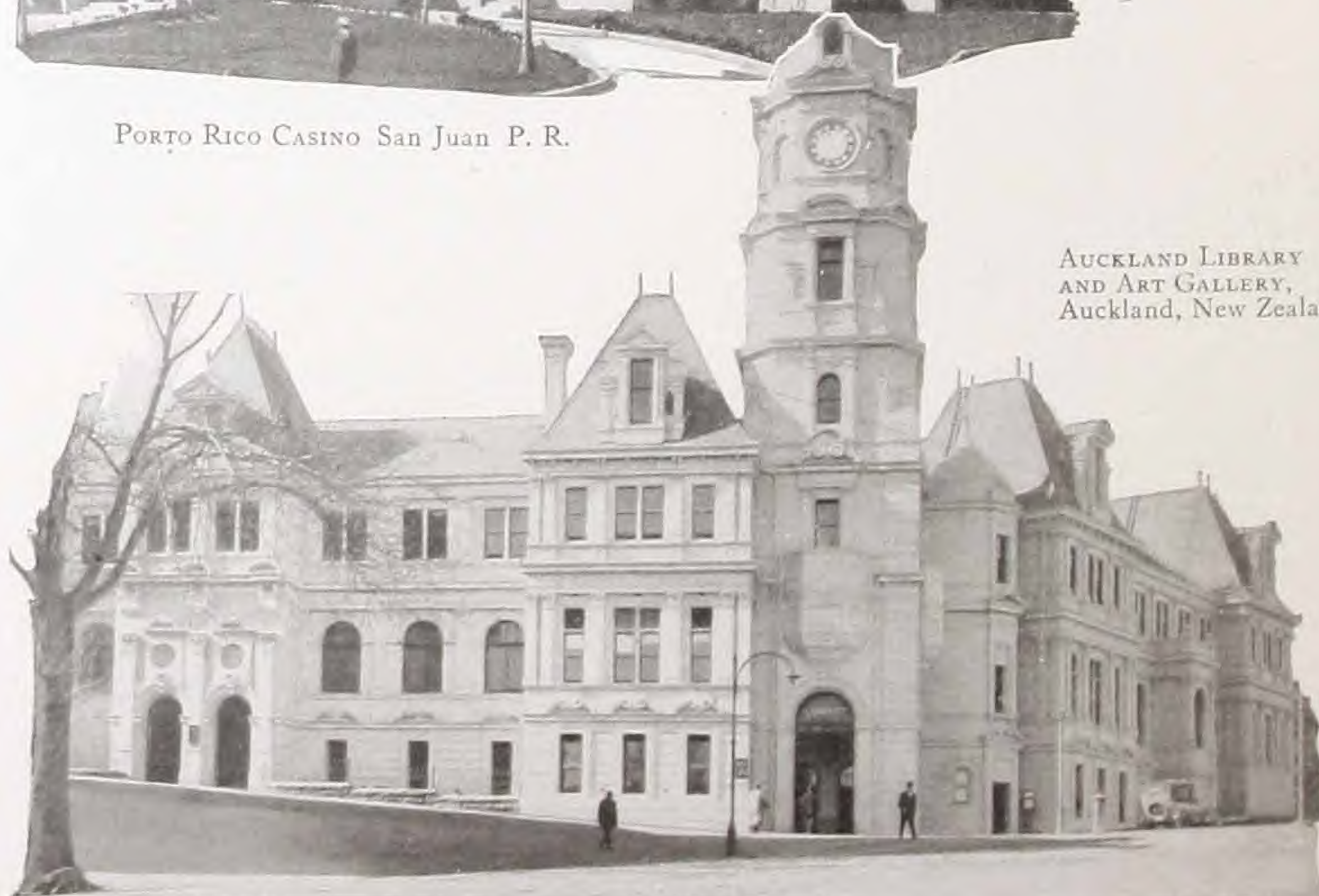
Under the more trying climatic conditions of many foreign lands Stone-Tex has rendered a splendid service of protection against the destructive element—moisture.



CHINESE  
IMPERIAL  
PALACE,  
Pekin.



PORTO RICO CASINO San Juan P. R.



AUCKLAND LIBRARY  
AND ART GALLERY,  
Auckland, New Zealand





NATIONAL CITY BANK OF NEW YORK, San Juan, P. R.

## StoneTex in Foreign Lands

In lands of blazing sun and icy blasts, the lasting beauty and preservation of Homes, Schools, Hospitals, Churches, and Industrial Buildings of all types are due to  
*StoneTex Cement Paint.*



PANTHEON BLOCK  
Honolulu, T. H.



AMERICAN NORMAL BANK, Porto Rico.  
Painted with STONETEX  
just once in eight years—1913-1921.



TELEPHONE BUILDING, San Juan, P. R.  
Repainted in 1921 for first time in eight years.





# TRUSCON

## Building Protective Products

THE number of products manufactured by The Truscon Laboratories for the protection and preservation of buildings runs to several hundred. Whether it is a product for beautifying or protecting floors, walls, ceilings; interiors or exteriors; basement or the roof; for commercial buildings or for residences, for bridges or for reservoirs, tunnels or dams,—Truscon has a product fitted for that purpose.

The requirements listed below are a few of the more important:



### WATERPROOF BASEMENTS

A concrete basement, reservoir, or any form of concrete construction, can be integrally waterproofed with *Truscon Waterproofing Paste*. By “integral,” we mean waterproofed throughout its mass—not merely a surface coating, but actually waterproof concrete that will not absorb water or permit moisture to penetrate. The same system of waterproofing can be used in producing waterproof cement stucco, plaster or mortar,—has been used on thousands of all kinds of concrete construction all over the world.

### DUSTLESS CEMENT FLOORS

Dustless Cement Floors are obtained by using Agatex, the chemical cement floor hardener. Not a paint or a varnish, but a real chemical, which makes the floor as hard as iron. No skill necessary for applying, simply brushing or sweeping into the surface. Ask for booklet “Sweep Hardness Into your Concrete Floors.”



### PAINTING CEMENT FLOORS

A high-grade cement floor Enamel that gives a sheen and gloss to cement floors that is very beautiful. Especially recommended for Department Stores, Lunch Rooms, Hospitals and Public buildings—can be used over patent and composition floors as well as concrete. Ask for color chart on Truscon Cement Floor Enamel.

### PATCHING ROOFS, EAVES, ETC.

FibroTex is the ideal roof cement as it is a combination of weather-resisting gums, reinforced with asbestos fibre. Furnished in black only. Wonderfully resistant to rain, snow, frost and the sun's light. Literature on request.







# TRUSCON

## Building Protective Products

### WASHABLE WALL FINISH

Asepticote is an adhesive, waterproof, interior flat wall paint. Pencil marks and other indications can easily be washed off with soap and water. A very opaque paint, rendered flat with oils and not with thinners. An oil flat paint always gives more wear than a flat paint which is produced with turpentine or thinners.

Ask for beautiful color card on Asepticote interior finishes.



### WATERPROOF VARNISH

The "Steam Kettle Test" proves not only the waterproofness, but the steam-proofness of Truscon Waterproof Varnish. An excellent varnish for boats and outside wood surfaces. Also used on interior woodwork and floors. Very beautiful and elastic and will not show white marks when scratched.

Truscon Waterproof Varnish has good lustre, flows easily under brush, and is probably the most waterproof varnish made. Literature on request

### NON-STAINING CEMENT FLOORS

(GraniTex)

The ideal material for garages because it makes concrete floors non-oil absorptive—for cafeterias and hospitals because liquids cannot stain—for terrazzo oxychloride and cement floors because it acts as a "binder" on the surface, making the floor dustless, and easy to clean. Ask for Descriptive folder on GraniTex.



### ONE-COAT WHITE ENAMEL

Blue Ribbon White is an easy flowing, high lustre white enamel in one coat. It is so intensely opaque and white that it will even cover a black surface white in one coat. The ideal "re-enamel" material for interiors, for chairs, and other furniture. One does not realize what can be done in the way of renovating old furniture until one has used Blue Ribbon White Enamel. Also furnished in Blue Ribbon Undercoater where required. Descriptive literature on request.

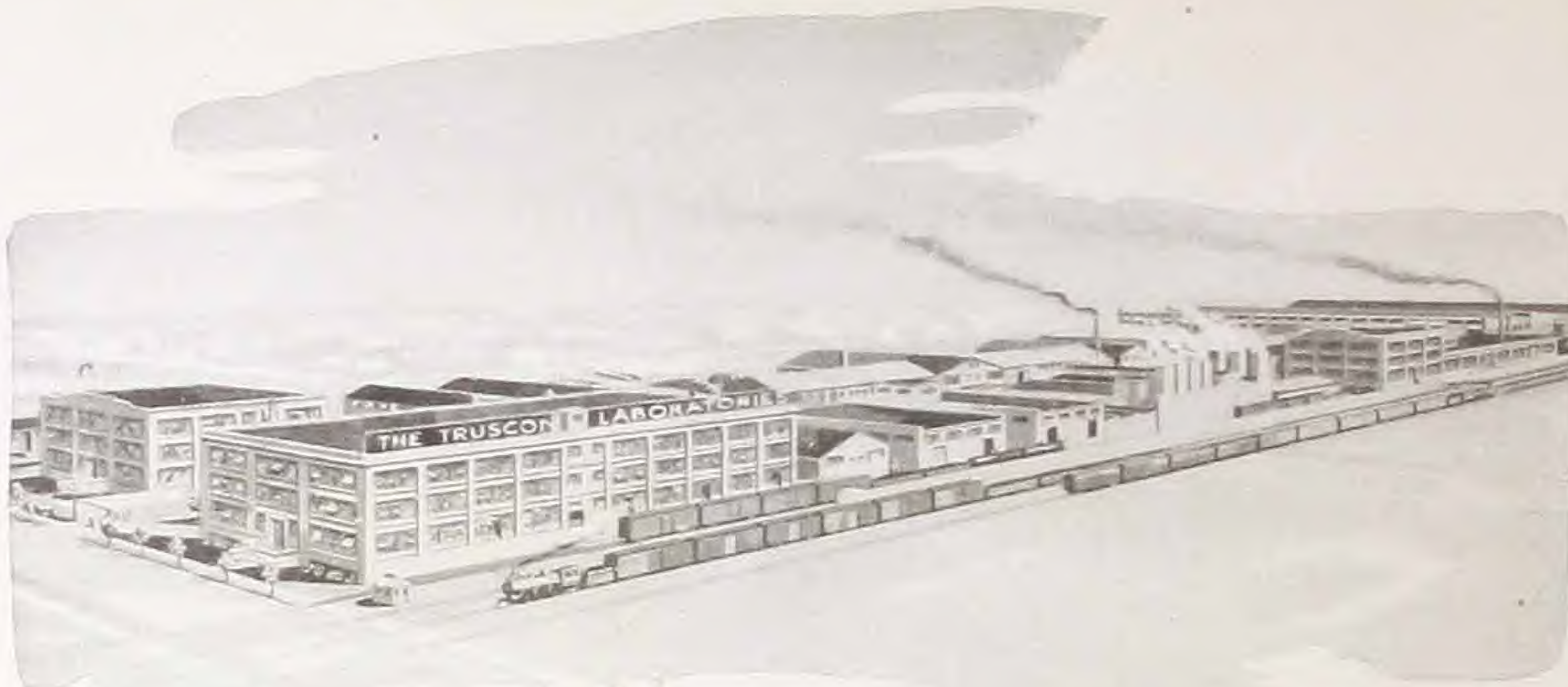
## OTHER TRUSCON PRODUCTS

Aluminum Paint  
Auto Enamel  
Barn Paint (Superior)  
Bar-Ox Inhibitive Steel Paint  
Boat Varnish (see Varnishes)  
Bronzing Liquid  
Colors in Oil—Superfine  
Master Painters  
Crack and Seam Filler  
Dryers—In Bulk  
In Cans  
Foundation Coat (Dampproofing)

Furniture Polish (Varnisheen)  
Household Enamel (see Waterproof Enamel)  
House Paint (Waterproof)  
Implement Paint  
Iron Enamel  
Linoleum Varnish  
Oil Stain  
Paste Wood Filler  
Plaster Bond (Dampproofing)  
Polish (Varnisheen)  
Roof and Bridge Paint

Rubbing Varnish  
Shingle Stain  
Silo-Tite  
Steel Paint  
Stove Pipe and Iron Enamel  
Varnishes  
Varnish Remover  
Varnish Stain  
Wagon and Implement Paint  
Wall Size  
Wood Floor Preservative  
Zone Paint (Safety First)





FACTORY AND RESEARCH DEPARTMENTS OF THE  
**TRUSCON LABORATORIES**  
 DETROIT, U. S. A.

## THE TRUSCON LABORATORIES

*Home Office and Factory, Caniff and G. T. R. R., Detroit, Mich.*

### LIST OF BRANCH OFFICES:

	TELEPHONE	ADDRESS
*ATLANTA, GA.	Walnut 0893	605 Forsyth Bldg.
BALTIMORE, MD.	Plaza 1921	406 Bldrs. Exchange Bldg.
*BOSTON, MASS.	Liberty 8288	47 Summer St.
BUFFALO, N. Y.	Tupper 8070 W. W. Amoss	38 Delaware Court Bldg.
BUTTE, MONTANA	851	214 Metals Bank Bldg.
*CHICAGO, ILL.	Superior 8000	165 East Erie St.
COLUMBUS, OHIO	(Bell) Main 2149 (Automatic) 3227	1000-04 Atlas Bldg.
*DALLAS, TEXAS	X-5448 and 5449 (Night) C-5430	115 Fields Street
DENVER, COLORADO	Champs 252	2941 Walnut St.
*DETROIT, MICHIGAN	Main 3780	120 Witherell St.
DES MOINES, IOWA	Walnut 3485	417 Hubbell Bldg.
*DUBUQUE, IOWA	4656	David T. Howie Co., 5th and Locust St.
EL PASO, TEXAS	Main 2793	1701 Olive St.
*GRAND RAPIDS, MICHIGAN	(Bell) Main 1733 (Citz.) 66-768	16 Fulton St., W.
HARRISBURG, PA.	(Bell) 5771-W	3025 Derry St.
HOUSTON, TEXAS	Preston 5991	312 Chronicle Bldg.
INDIANAPOLIS, IND.	Main 5368	241 E. Ohio St.
*KANSAS CITY, MO.	Delaware 3090	618 Bryant Bldg.
*LOS ANGELES, CALIFORNIA	Angelus 4888	1480 E. 4th St.
LOUISVILLE, KY.	Main 961	621 Marion E. Taylor Bldg.
*MILWAUKEE, WIS.	Grand 4762	1200 Straus Bldg., 3rd and Grand Aves.
*MINNEAPOLIS, MINN.	Main 5537	601 Metropolitan Bank Bldg.
*MONTREAL, QUEBEC, CANADA	Lancaster 6861	36 Phillips Place Bldg.
NEWARK, N. J.	Market 8227 and 10369	712 Wiss Bldg.
*NEW YORK CITY, N. Y.	Stuyvesant 8369-7731	31 Union Square, West
NEW YORK CITY, N. Y.	Rector 4329-4430	Foreign Trade, Room 1009, 90 West St.
*NORFOLK, VA.	No. 24502 and 24522	521-6 Dickson Bldg.
OKLAHOMA CITY, OKLA.	Maple 0910	319 Magnolia Bldg.
OMAHA, NEBRASKA	Atlantic 0595	R. J. Rippey, 402 Arthur Bldg.
*PHILADELPHIA, PA.	Bell-Rittenhouse 7526	907 Schaff Bldg.
	Keystone-Race 6510	1505 Race St.
PITTSBURGH, PA.	Court 4508 and 4509	608 Maloney Bldg.
*PORTLAND, OREGON	East 2413	Albina Indus. Dist., Thompson and Kirby Sts.
PROVIDENCE, R. I.	Gaspee 8924	412 Bank of Commerce Bldg.
*ROCHESTER, N. Y.		American Clay and Cement Co., 1175 E. Main St.
ROSWELL, NEW MEXICO	No. 85	Court House, County Engineers Office
SALT LAKE CITY, UTAH	Wasatch 905	Frank M. Allen Co., 422 McIntyre Bldg.
SAN ANTONIO, TEXAS	Travis 2310	918 Travis Bldg.
*SAN FRANCISCO, CALIFORNIA	Douglas 7135	709 Mission St.
SEATTLE, WASHINGTON	Main 1542	825 Seaboard Bldg.
SPRINGFIELD, MASS.	Walnut 860	476 Main St., Room 28-A
ST. LOUIS, MO.	Olive 2056-7	1637 Syndicate Trust Bldg.
SYRACUSE, N. Y.	Warren 2646	440 Gurney Bldg.
*TOLEDO, OHIO	Adams 2438	130 Summit St.
*TORONTO, ONTARIO, CANADA	Elgin 5721	32 Front St., W., Room 310, Foy Bldg.
TULSA, OKLA.	3-7623	510 Mayo Bldg.
WASHINGTON, D. C.	Main 8263	H. W. Hawkins, 424 Transportation Bldg.
YOUNGSTOWN, OHIO		J. R. Foley, 59 Cleveland St.

Marked (\*) indicates warehouse in connection with office.



*A Specialized Masonry Coating,—Applied with Brush or Spray*

# STONETEX



IVORY WHITE



BEDFORD STONE



CREAM



PORTLAND STONE



BUFF STONE



CONCRETE GRAY



LIGHT BRICK RED



DARK BRICK RED



BROWN STONE



MOSS GREEN

ALSO FURNISHED IN WHITE

COVERING CAPACITY—New or Unpainted Masonry, about 100 sq. feet to gallon, two coats.  
COVERING CAPACITY—On Previously Painted Masonry in Good Condition, about 125 sq. ft., two coats.

SHIPPING WEIGHT—16 pounds to the gallon.

CONTAINERS—Barrels, half-barrels, 5-gallon, 1-gallon and ¼-gallon cans.



*The Mark of Truscon Waterproof Quality*



**THE TRUSCON  
LABORATORIES  
DETROIT MICHIGAN**

MANUFACTURERS OF WATERPROOFINGS AND  
WATERPROOF PAINTS AND VARNISHES